



DIGI-TOUR-SKILLS



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UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

DECEMBER IS THE MONTHS OF PRESENTS & WE HELP SANTA WITH PRESENTS FOR THE TOURISM SECTOR

A Study by Eurofund (2021) reveals that tourism companies are less likely to provide training to their staff due to limitations in both human and financial sources.

DigiTOURSkills fills in this gap by offering a series of **free webinars** to improve the **digitals skills** of tourism sector workers, with topics such as:

- Website Management and User Experience
- Content Marketing
- Social Media Marketing
- Google Data Analytics
- Paid Advertising
- Email Marketing
- Search Engine Optimization
- Blockchain Technology
- Data Analytics and Big Data
- Virtual Reality

Stay with us and find out more about this series!

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